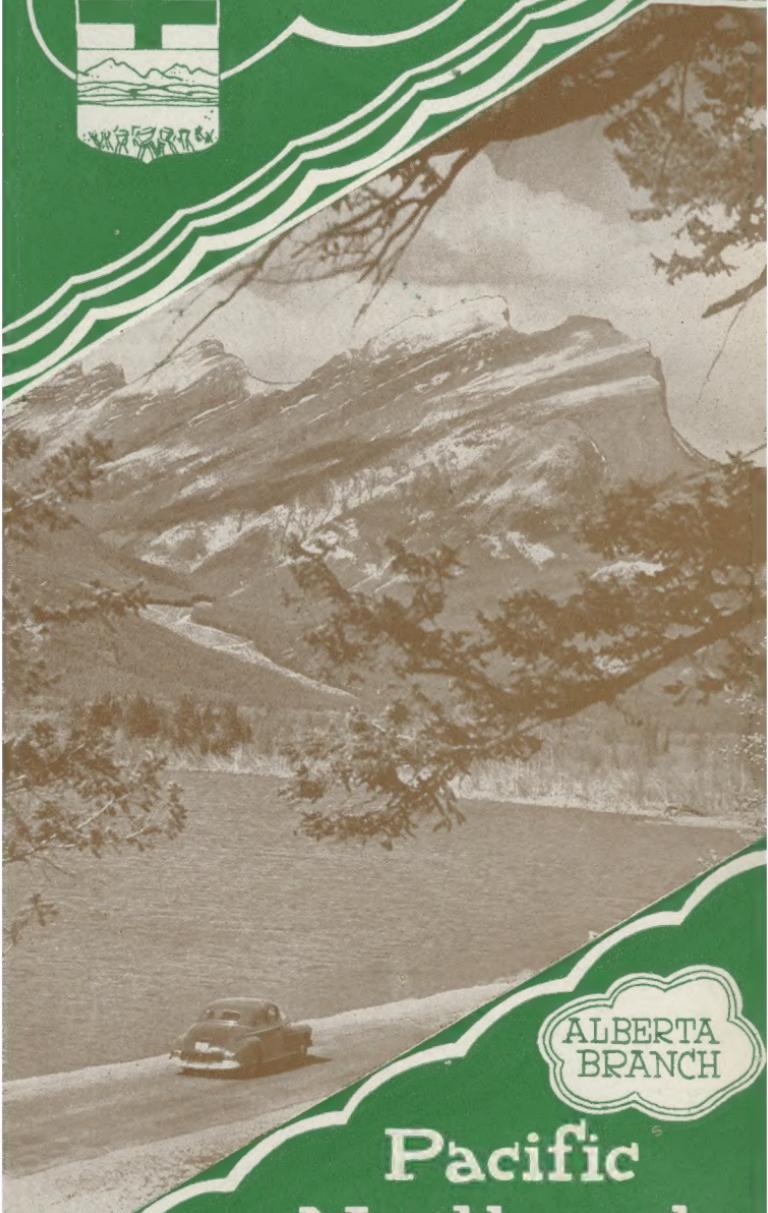


# Your Travel Guide in **ALBERTA**



ALBERTA  
BRANCH

Pacific  
Northwest  
Travel Association



## *Lake Resorts*

### **SYLVAN LAKE**

Located just west of Red Deer on the number 2 highway between Calgary and Edmonton, this lake resort provides an excellent stopover for the visitor to Alberta.

With its fishing and boating facilities and camping and picnic beach, Sylvan Lake gives that desired break in the travel holiday.

Boats may be rented or saddle ponies are available at reasonable rates.

### **PIGEON LAKE**

West of the number 2 highway at Wetaskiwin, this summer beach provides a relaxing night by a clear blue lake with boating and fishing for the enthusiast.

With its spring fed water and natural surroundings, this vacationland 26 miles from Wetaskiwin calls you.

### **LAKE WABAMUN**

With its many fine beaches this beautiful lake 50 miles west of Edmonton on the Jasper highway is the summer rendezvous for Edmonton families.

Its waters provide the fisherman with many hours at his pastime and the yachting enthusiast and the speed-boat demon while away many pleasant hours at this vacation spot.

### **ALBERTA'S BADLANDS**

The Red Deer River Valley, located north-east of the City of Calgary in the Drumheller district, is a must in the visitor's list of places to see. Here amid the fantastic shapes and rock formations the enthusiastic camera fan will find scenes to delight the eye, and color at its best.

In this area, according to geologists, fifty million years ago the giant dinosaur roamed in a tropical land.

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On your way to Banff do not fail to see the historic United Church at Canmore.

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**THE T. EATON C<sup>o</sup>  
WESTERN LIMITED**

**Stores in Lethbridge, Medicine Hat, Red Deer,  
Calgary and Edmonton**

# EDMONTON EXHIBITION

July 18th to 23rd

## Edmonton

The Capital City of Alberta, situated on the banks of the Saskatchewan River, with its ever increasing population, which now numbers 130,000.

A city of fine buildings, modern stores and business establishments is the center of the northern development.

On the transcontinental line of the Canadian National Railway and also the terminal of the Canadian Pacific Railway from Calgary, and the start of the Northern Alberta Railway to Dawson Creek, junction of the Alaska Highway, Edmonton serves the great north country.

With one of Canada's finest airports capable of handling the largest aircraft in use today, air travel to all parts of the world can be accommodated.

With its three outdoor swimming pools and its many fine parks and river drives, the City of Edmonton provides the welcome stopping place for the traveller.

Its many fine hotels and cabin facilities, while yet not sufficient, provide excellent stopover privileges.

### POINTS OF INTEREST IN THE EDMONTON DISTRICT

Elk Island Park, 26 miles east of the City on highway 16. An all weather road through the park enables the motorist to drive at close range to the herds of buffalo which number over 2,000.

Elk may also be seen as well as moose and deer, and the lakes are the nesting place for ducks and geese.

A sporty nine-hole golf course and sandy beach and picnic grounds add to the vacation features of this National Park.

At St. Albert mission 6 miles north of the City on highway 2, the Alaska highway, will be found one of the finest collections of Indian relics in the west.

The oil fields in the Edmonton district, situated at Leduc in the district south-west of the City; the Woodbend field, 10 miles west of the City, and the Redwater field to the north-east of the City are easily reached.

The Campus of the University situated on the Banks of the Saskatchewan River at Edmonton with its many fine buildings and the drive along the river provides many picture spots.

### SPORT

Night baseball at Renfrew Park under floodlights, Tuesday, Wednesday, Friday and Saturday nights and Sunday afternoon.

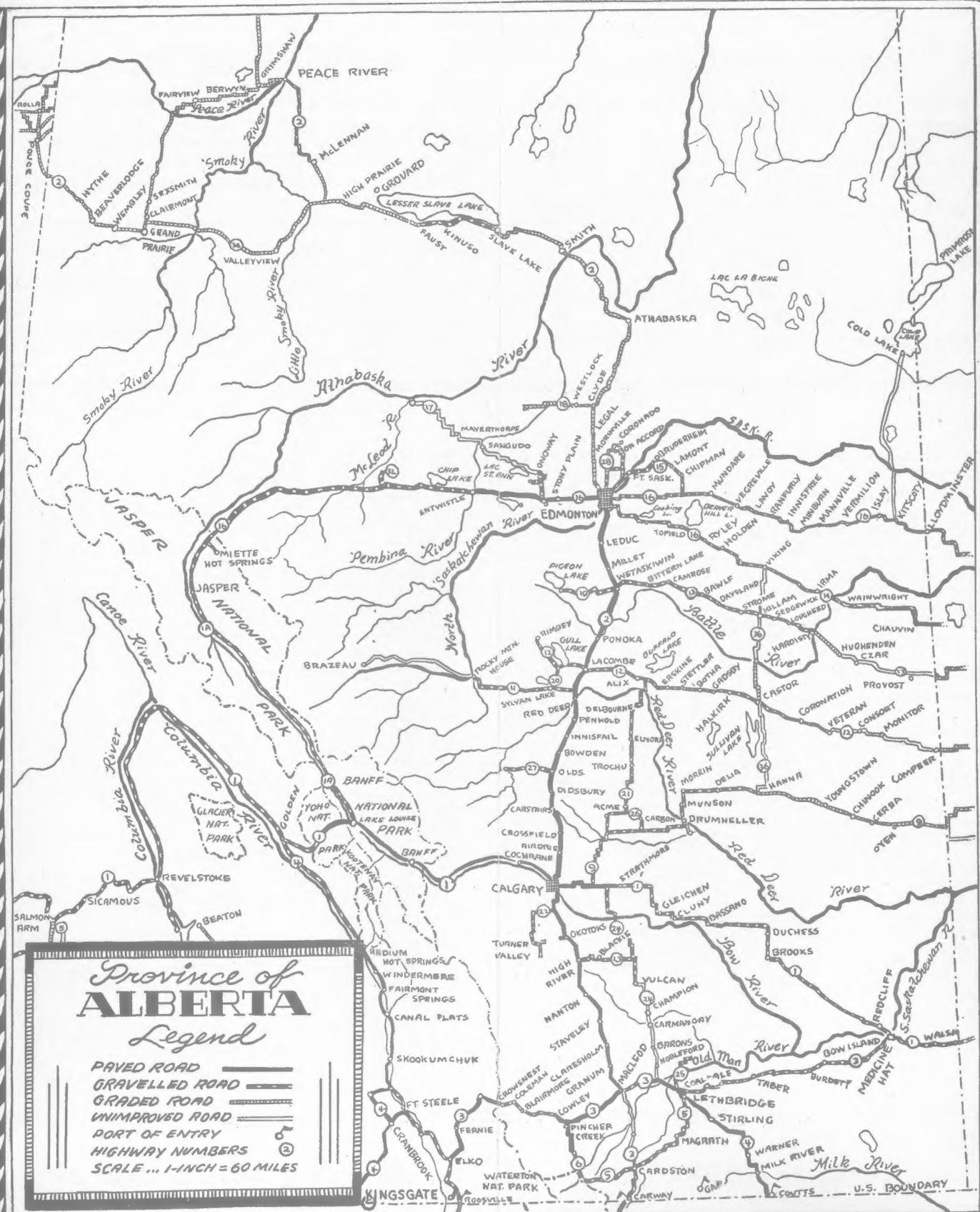
Five golf clubs in the Edmonton area provide relaxation. You may choose from the following: Mayfair, Edmonton Golf and Country Club, Highlands, Prince Rupert, and Municipal.

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### CAMERA AND FILM SUPPLIES

**EDMONTON PHOTO SUPPLY**  
10005 Jasper Ave.

**WILLSON STATIONERY CO. LTD.**  
10080 Jasper Ave.



# CALGARY STAMPEDE

July 11th to 16th

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## *Calgary*

The City of Calgary, nestling in the foothills of the Canadian Rockies, 200 miles north of the Montana border, a modern city with a population of 112,000.

From a Mounted Police fort in 1875, Calgary today is one of Canada's leading industrial centres, located on the transcontinental line of the Canadian Pacific Railway.

With an elevation of 3,439 feet above sea level, Calgary is known as the Sunshine City, having more than 2,000 hours of bright sunshine annually.

In this foothill city of the Rockies, in the valley of the Bow River, you will enjoy the exhilarating climate of a mountain resort.

Because of the low humidity, the bright warm days can be spent in comfort. With an elevation of over 3,000 feet, summer evenings are always cool, so perfect rest is assured.

### POINTS OF INTEREST IN THE CALGARY DISTRICT

St. George's Island Park, a beautiful 45-acre wooded park, has two great attractions—the zoo, where animals and birds from the four corners of the earth are housed, and the Dinosaur Park, where 22 life-size models of ancient life which roamed the earth sixty million years ago, may be seen.

These models are built to actual size and are the most complete on the North American Continent.

The Fish Hatchery located on the grounds of the Calgary Brewing Co., the largest privately owned fish hatchery in the Dominion.

Here amid beautiful surroundings in rock pools, landscaped with gorgeous flower beds, over three million trout of all varieties are reared annually to stock rivers and lakes in the Calgary area.

The Inglewood Bird Sanctuary located on the Bow River in east Calgary provides a haven for wild life and here the visitor may see and feed Canada geese and many species of ducks on their way to the north in spring and southbound in the fall.

The Reader Rock Garden. Visitors should not miss seeing this outstanding exhibit with over 2,000 varieties of plants from all parts of the globe.

The Turner Valley Oil Fields located just south of the City of Calgary on highway No. 2, and the Badlands of the Red Deer Valley to the northeast, where fossils of dinosaur still may be found, provide attractions for the visitor.

### **SPORT**

Calgary, with its population mostly from the British Isles, is very sport minded and facilities are provided equal to any to be found in the Dominion.

Golf, tennis, lawn bowling, baseball, football, riding and hiking, skating, curling and skiing in their respective seasons.

A modern ball park floodlighted for night games provide intercity games throughout the season.

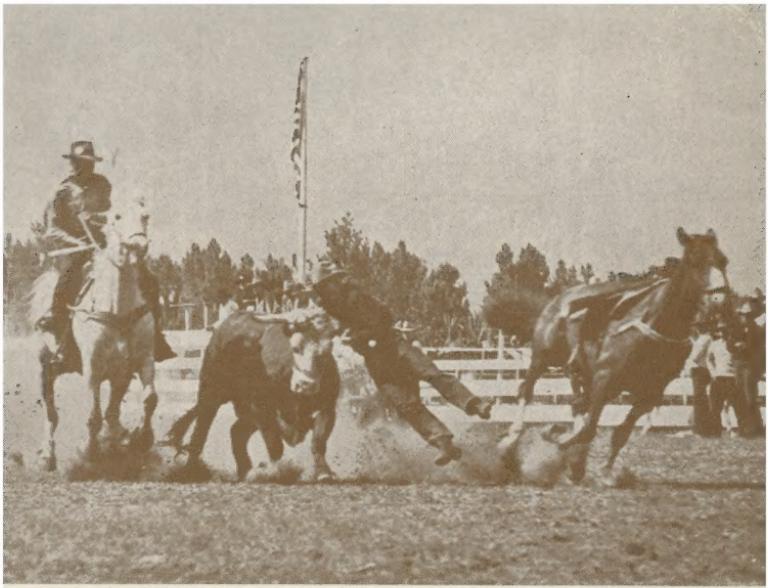
The Calgary football team, winners of the Grey Cup, emblematic of the Canadian championship for 1949.

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### KODAKS AND FILM SUPPLIES

## Eastman Photo Materials Ltd.

1003 1st Street West



## *Stampede and Rodeos*

**CANADIAN STAMPEDE MANAGERS' ASSOCIATION**

HERMAN LINDER, Cardston, President.

J. CHAS. YULE, Calgary, Secretary.

### 1949 DATES OF MEMBERS

#### ALBERTA

Place	Secretary	Date
Hand Hills	Dave Wise, Hanna	June 8
Halkirk		June 10
Holden	Clarence Nelson, Holden	June 14-15
Vulcan	G. A. Sales, Vulcan	June 14-15
Hardisty		June 17-18
Nanton	Warren C. Cooper,	Nanton June 17-18
Cadogan	S. J. Capowski, Cadogan	June 22
Gleichen	Chas. Raw Eater,	Gleichen June 8
Claresholm	H. R. Dawson, Claresholm	June 29
Ponoka	K. M. Granlund, Ponoka	June 29-30, July 1
Teepee Creek	Geo. E. Hollingsworth,	Teepee Creek June 30, July 1
Macleod	J. Burke, Macleod	June 30, July 1-2
Morley	Jake Twoyoungmen,	Morley July 1
Raymond	J. L. Evans, Raymond	July 1 & 2
High River	Louis R. Bradley,	High River July 5 & 6
Killam		July 5 &
Coleman	John McDonald, Coleman	July 9
Stettler	J. Davidson, Mgr., Stettler	July 19 & 20
Cardston	E. R. Malmberg, Cardston	July 19 & 20
Gem	D. G. Galarneau, Gem	July 20 or 27
Medicine Hat	Frank Jacobs, 448 Ave. N.	Medicine Hat July 21 to 23
Coronation	C. D. Sutton, Coronation	July 22 & 23
Benalto	Geo. Richardson, Benalto	July 26 & 27
Big Valley	L. E. Seresia, Big Valley	July 27
Dog Pound		July 27
Bruce		July 29

**Hudson's Bay Company.**

INCORPORATED 2<sup>nd</sup> MAY 1670.

Stores in Banff, Jasper, Calgary and Edmonton

## CARDSTON

Cardston (the Temple City of Canada), gateway to the National Parks. First stop en route to the inland empire of Alberta and the cities of Calgary and Edmonton, on the route to Alaska.

While in Cardston, don't fail to see the white-grey granite Latter Day Saints' Temple.

This great attraction for the visitor was erected in 1923 at a cost of \$1,000,000.

The Cardston rodeo and race meet held the week following the famous Calgary Stampede and this year's date July 19th and 20th.

## MACLEOD

The first fort for the North West Mounted Police was erected at this point in 1874.

Macleod is the junction point on the highways from Lethbridge in the east, Cardston in the south, and Cranbrook in the west.

The centre of the ranching industry and the site of the new information bureau to be erected by the provincial government and operated by the Pacific Northwest Travel Association for the convenience of the motorist to the Alberta vacation lands, in conjunction with the Macleod Board of Trade.

Alberta maps and information available at this point during the summer season.

## LETHBRIDGE

The City of Lethbridge, located in the south-east part of the Province, is the center of the irrigation and sugar beet industry.

A modern city with a population of 20,187, with outdoor swimming pool, up-to-date golf course, and many fine facilities for recreation.

Within easy driving distance of the Waterton National Park and the Bad Lands of the Red Deer River Valley.

The Gurney Museum, located in the Galt Gardens, houses many relics of the early days in the west, and local wild-life specimens.

Here may be seen on the Canadian Pacific Railway the highest and longest bridge of its type in the world.

Many other cairns to the pioneer days in this area as well as a modern up-to-date shopping and business buildings.

## RED DEER

Red Deer, located on the main highway between Calgary and Edmonton, and the junction point to the Sylvan Lake resort, and the hunting area of Rocky Mountain House and Brazeau, on the eastern edge of the parks.

With its rich farming and agricultural development and the home of the world's championship wheat grower, the Red Deer valley has many fine farms.

## PONOKA

Ponoka, the Stampede Town of Northern Alberta, 60 miles south of Edmonton. In this thriving mixed farming district the visitor will receive a warm welcome. With its modern hospital and recreational facilities, Ponoka's hospitality beckons you.

## WETASKIWIN

Wetaskiwin, a thriving central Alberta town, with its nearby resort of Pigeon Lake, the divisional point on the Canadian Pacific Railways, Edmonton to Winnipeg.

The site of the Peace Makers' cairn to commemorate the public services of the Rev. Father Lacombe, O.M.I., and the Rev. John McDougall during the troubous days of 1885 with the Indians.

# *Parks*

## **JASPER NATIONAL PARK**

The Jasper National Park, 240 miles west of Edmonton, reached by road or rail from Edmonton or north from the Columbia Ice Fields.

Situated along the valley of the Athabasca River, this, the largest park in the Rockies, affords the visitor all the pleasures of an outdoor vacation with the finest in cabin and hotel accommodation.

Fishing, golf, swimming or mountain climbing is only a few of the vacation pleasures to be found in this famous mountain resort.

The Columbia Ice Fields, located 65 miles from the town of Jasper, the famous Cavell Glacier, Maligne Canyon and Lake provide the camera enthusiast with the tops in picture settings.

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### **JASPER TOTEM POLE GOLF TOURNAMENT**

**September 5th to 10th**

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## **BANFF NATIONAL PARK**

The Banff National Park, reached by road or rail from the City of Calgary ninety miles distant, is a must in vacation travel to the Province of Alberta.

With its many varied attractions, the famous Lake Louise, Cave and Basin Pool and Upper Hot Springs, the Banff Springs Hotel and Golf Course provide the visitor with many forms of entertainment.

The fishing facilities in the rivers and lakes all along the highways throughout the park and the close-up glimpses of the elk, moose, mountain sheep and goats are never-to-be-forgotten memories of the Canadian Rockies' vacation.

A modern shopping district in the town of Banff where the camper may buy his supplies at city prices and gift stores for the souvenir hunter.

Modern hotel facilities and cabin accommodation make your stay enjoyable and relaxing.

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### **BANFF INDIAN DAYS**

**July 21, 22, 23, 24**

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## **WATERTON NATIONAL PARK**

The most southerly of the Alberta parks, situated on the international boundary on the eastern slopes of the Rocky Mountains.

Waterton Park, which joins the Glacier Park in Montana, is truly an International Park.

With its hotel and cabin accommodation, scenic boat rides within easy reach, the vacationist will enjoy a restful stay in this mountain retreat.

Fishing, golf, hiking and climbing the mountain peaks in this area where wild game may be seen at close range and the camera fan is everywhere.

## Radio Stations

LETHBRIDGE	CJOC	1220
CALGARY	CFCN	1060
	CFAC	960
	CJCJ	1140
RED DEER	CKRD	1230
LACOMBE	CBX	1010
EDMONTON	CJCA	930
	CFRN	1260
	CKUA	580
GRANDE PRAIRIE	CFGP	1050

## Information Bureaus

### ALBERTA MOTOR ASSOCIATION

Lethbridge Office—907 3rd Avenue South.  
Calgary Branch—Cor. 8th Street West and 7th Avenue.  
Edmonton Branch—10189 100th Street.

### CALGARY BOARD OF TRADE—Renfrew Building, 120 7th Avenue West.

Information and Accommodation Office—810 Centre Street.

### EDMONTON CHAMBER OF COMMERCE—McLeod Building, 100 Street and 101A Avenue.

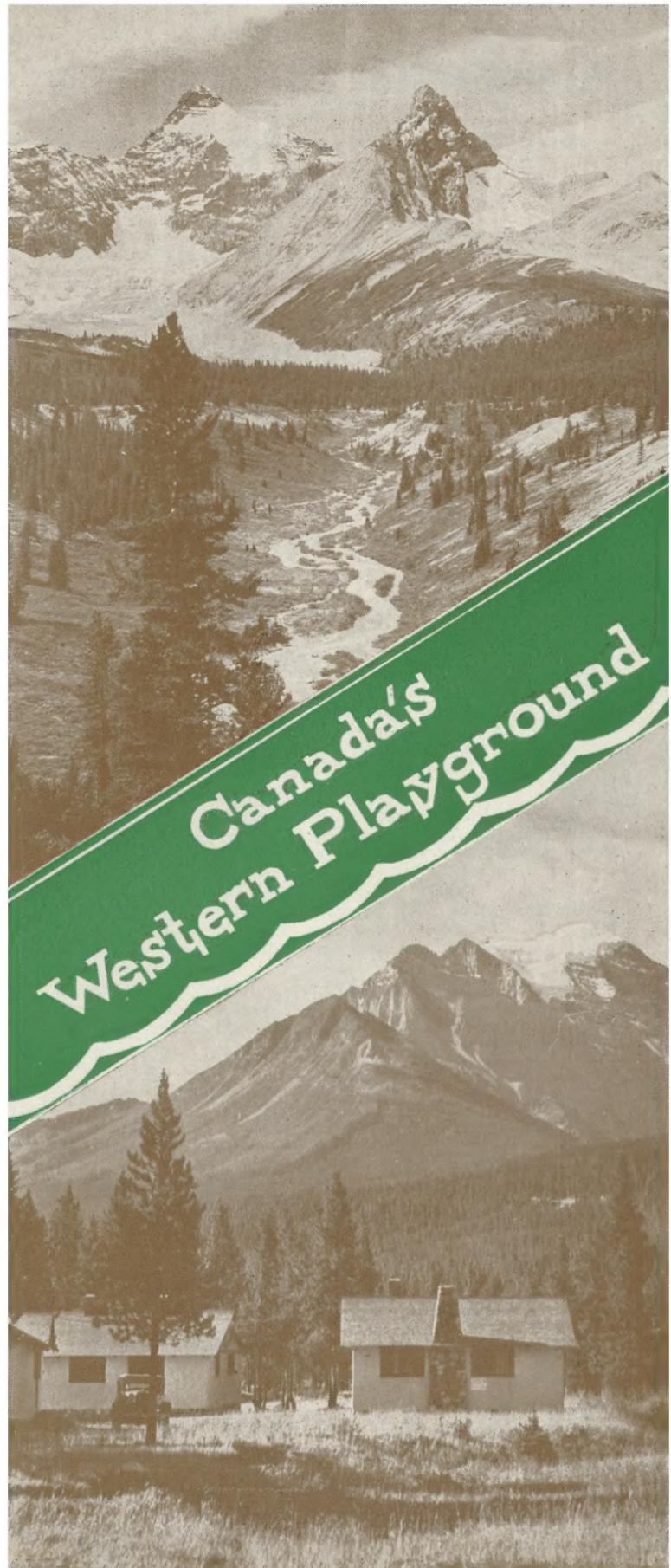
Information and Accommodation Office—Provincial Building, 100A Street and 101A Avenue.

### LETHBRIDGE CHAMBER OF COMMERCE—Marquis Hotel, Lethbridge.

This folder, one of the projects of the Pacific Northwest Travel Association (Alberta Branch) is made possible by its members:

Province of Alberta.  
City of Edmonton.  
Alberta Motor Association.  
City of Calgary.  
Alberta Hotel Association.  
Alberta Brewers' Agents.  
Edmonton Chamber of Commerce.  
Calgary Board of Trade.  
Calgary Exhibition and Stampede.  
Edmonton Exhibition Association.  
Imperial Oil Co. Ltd.  
T. Eaton Co. (Western) Limited.  
The Hudson's Bay Co. Ltd.  
Canadian National Railways.  
C. Woodward Ltd., Edmonton.  
Johnstone Walker Co. Ltd., Edmonton.  
Canadian Western Natural Gas Co. Ltd., Calgary.  
Northwestern Utilities Ltd., Edmonton.  
Lethbridge Chamber of Commerce.  
Cardston and District Chamber of Commerce.  
A.M.A. Auto Court, Edmonton.  
Stewart, Lovick & McPherson, Edmonton.  
Pincher Creek & District Chamber of Commerce.  
Kingsway Cabins Ltd., Edmonton.  
Army & Navy Department Store, Edmonton.  
Reed's China and Gift Store, Edmonton.  
Elite Cafe, Banff Ave., Banff.  
Grande Prairie Chamber of Commerce.  
O.K. Construction & Supply Co. Ltd., Edmonton.  
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Greyhound Bus Lines.  
Red Deer Board of Trade.  
The British American Oil Co. Ltd.  
Red Deer Auto Court.  
Pine Cabins Auto Camp, Red Deer.  
Blue Bird Cabins, Innisfail.  
Canadian Pacific Railway.  
Cambourne Motor Court, Calgary.  
The Willson Stationery Co. Ltd., Edmonton.  
Edmonton Photo Supply Co., Edmonton.  
Turtle Mountain Playgrounds, Frank.  
Clock Auto Court, Jasper Highway, Edmonton.  
Midway Tourist Court and Cafe, Canmore.  
Scratch's Banff Bungalows Ltd., Banff.  
Model Bungalow Court, Calgary.  
Calgary Tourist Cabins, Calgary.  
Kananaskis Ranch, Kananaskis.  
Buckhorn Ranch, Pincher Creek.  
Jo Guest, Ranch, Beaver Mines.  
Trail's End Riding Camp, Nanton.  
Diamond Cross Ranch, Seebe.  
Lethbridge and District Exhibition.  
Circle 5 Guest Ranch, Bragg Creek.  
Kozy Motel, Macleod.  
Mountview Bungalows, Banff.  
Colwell Auto Court, High River.  
Horseshoe Dude Ranch, Pirmez Creek.  
Grande Prairie Auto Court.  
The Margaret Carrick Gift Shop, Banff.  
The British Photo Labs, Bill Gibbons, Banff.  
Banff Cafe, Banff.  
Club Cafe, Calgary.  
Fairholme Bungalows, Banff.  
Edmonton Cold Storage Ltd., Edmonton.  
Brewster Transport Co. Ltd., Banff.  
Pinewoods Bungalow Camp, Banff.  
Hillcrest Cabins, Calgary.  
Mountview Auto Court, Calgary.  
Blue Bird Bungalows, Claresholm.



Canada's  
Western Playground